

ENTERPRISE'S IMAGE: THE SOCIAL ASPECT

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Social enterprise image is the insight of general public about social goals and the role of an enterprise in economic, social and cultural life of society. Social image is formed by informing the public about social aspects of its operations, such as sponsorship and patronage, supporting of social movements, participation in environmental problems solving, employment issues, health care, assistance to specific persons, etc. [1].

It is necessary to say about such kind of image as the image of entity for state structures, consisting of representatives of regional administration, the executive and the legislature. The parameters of the image for state structures are: the importance of enterprise in the region, the degree of enterprise's participation in regional social programs, the compliance of federal and regional laws, the number of provided jobs for people in the region, company opening to informal contacts, etc. [2].

The degree of enterprise's participation in the social development of the region (whether it is management of the own social objects or assistance in improving of local social sphere) plays an important role in the formation of favorable (unfavorable) social image of the entity.

Analyzing of some aspects of social image of the company in the region we will do on the example PJSC «Fakel» – engineering enterprise which is located in Fastiv (Kyiv region). The company has a canteen for 50 employees, supports the development of Billiards Academy «Fakel», takes part in organizing the training process of Judo School «Fakel» (*developing of own social objects, assistance to specific persons in the face of trainers, students, etc.*). It is undeniable that forms the social image of the company in the eyes of its employees and to some extent the public. It is necessary to note the participation of enterprise in the development of infrastructure of Fastiv: the enterprise at its own cost has manufactured and installed 30 children's playgrounds (*participation in solving social problems of the region*). Moreover the company constantly landscapes the industrial area. Management of the enterprise provides financial assistance to medical institutions of the Fastiv city (*sponsorship*). A complete overhaul of the dressing room was performed in the department of surgery of Fastiv central district hospital (*participation in solving of health care problems*). Upon the initiative of Fakel company management, Fastiv district children's library and Fastiv city library were presented with books (*patronage*). These together form the image of the enterprise for government agencies.

Thus, the formation of social image is a complex multifaceted process. Companies that are already engaged in the region social problems solving are more experienced in creating a favorable image in the region.

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